

## **Education Subcommittee Meeting Notes: March 17, 2006**

### **2525 Grand Avenue, Room 204, Long Beach**

The group reviewed goals established during the meeting on February 24 and the need for prioritizing the goals.

The four original goals were:

1. Build public support for change – ending homelessness
2. Increase positive participation/action
3. Build public support for 10 year plan – recommendations
4. Build awareness of homelessness – how does it affect me?

It was pointed out that there is a fine distinction between Goals #1 & #4. The focus of both of them is "Why do this and how does it affect me?" It was also suggested that Goal #2 should be last.

Kevin Cwayna led the group in a discussion:

#### **Goal #1 and #3: Build Public Support for a 10 Year Plan – recommendations:**

##### **Objectives:**

1. Expanding the definition of the issue from a moral issue to a financial issue.
2. Changing the perception of homeless:
  - Who are they?
  - How did they become homeless?
3. Redefining homelessness
4. Increase awareness of the 10 Year Plan and local progress in other communities.
5. Show how addressing the issue will have a positive effect on the citywide quality of life.
6. Help people realize that solutions involve more than housing.
7. Acknowledge that broader solutions involve more than housing

**Goal #2 Increase participation in solution:**

1. Provide a range of opportunities for individuals and organizations to get involved.
  - Insert our solutions into action plans
  - Education on ways people can get involved
  - Involve non-housing organizations
  - Ask for endorsements of solutions/plans
2. Incentives/reward participation. Short term/long term
3. Reduce barriers to getting involved (participation)
4. Align opportunities/target groups
5. How to bring a community to action (how to use educational goals)
6. Have central clearing house for opportunities to get involved to facilitates the process for people who want to get involved
7. Use active outreach
8. ID methods by which stake holders come to action

Next meeting – April 7, 2006, 3:00-5:00 PM  
2525 Grand Avenue, Room 204, Long Beach